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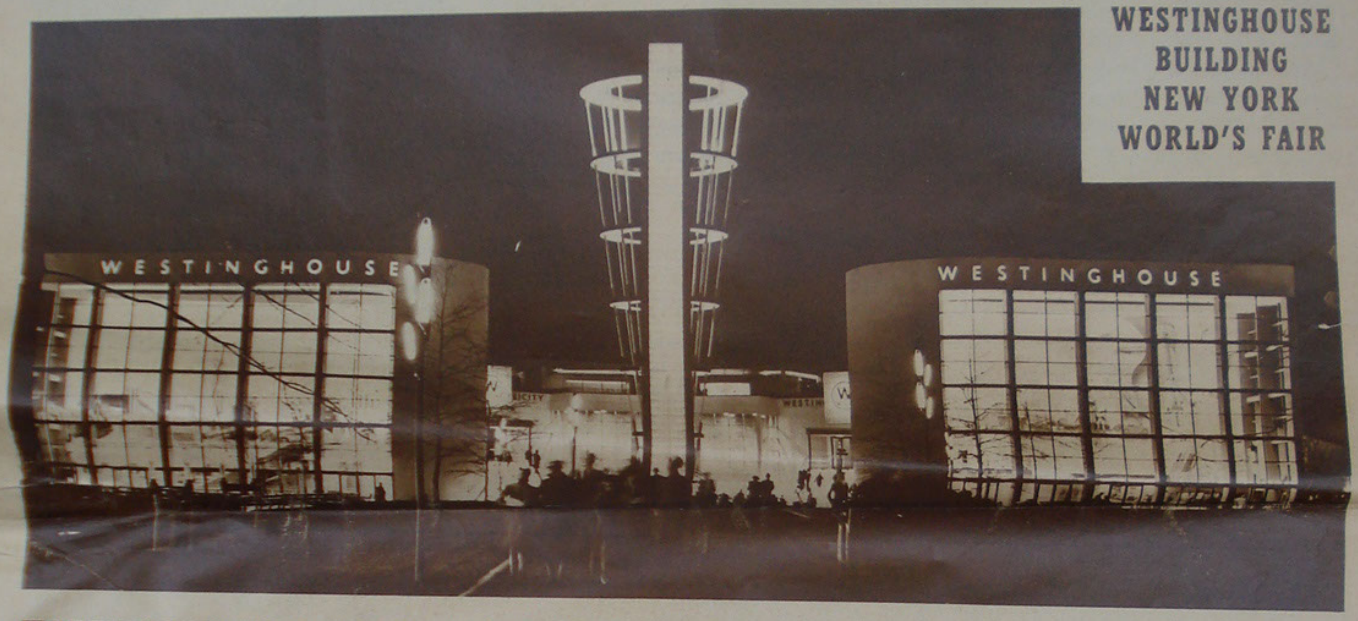
Westinghouse FAIR WORLD

OFFICIAL NEWS OF WESTINGHOUSE ACTIVITIES AT THE NEW YORK AND SAN FRANCISCO FAIRS



WESTINGHOUSE BUILDING NEW YORK WORLD'S FAIR

WESTINGHOUSE IS HOLDING OPEN HOUSE AT THE TWO WORLD'S FAIRS

WESTINGHOUSE EXHIBIT AT SAN FRANCISCO FAIR

AT the opposite ends of America two of the greatest shows in history are now in full swing.

Just as it has at other famous expositions during the past fifty years, Westinghouse is once again playing a dominant role at the New York World's Fair and the Golden Gate International Exposition.

At both gathering places the electrical contributions of Westinghouse go far beyond its own spectacular exhibits. In fact, as you stroll the Fair grounds marveling at the wonders which Art and Science and Industry have created, you will see the hand of Westinghouse everywhere; painting the architecture with light; controlling fountains with power; transporting crowds on electric stairways; conditioning the air within buildings; and quietly serving behind the scenes of many of the most important exhibits.

Westinghouse doesn't wish to take the edge off your visit to either Fair by telling you in advance of your coming too much about what you're going to see. Rather, it is the hope that by presenting on the following pages a few pictures and highlights, your appetite may be whetted for the feast that's in store.

EXTENDING YOU A WELCOME TO THE WESTINGHOUSE EXHIBITS

VAST crowds of people are converging at New York and San Francisco to attend the two magnificent Fairs which these cities are sponsoring.

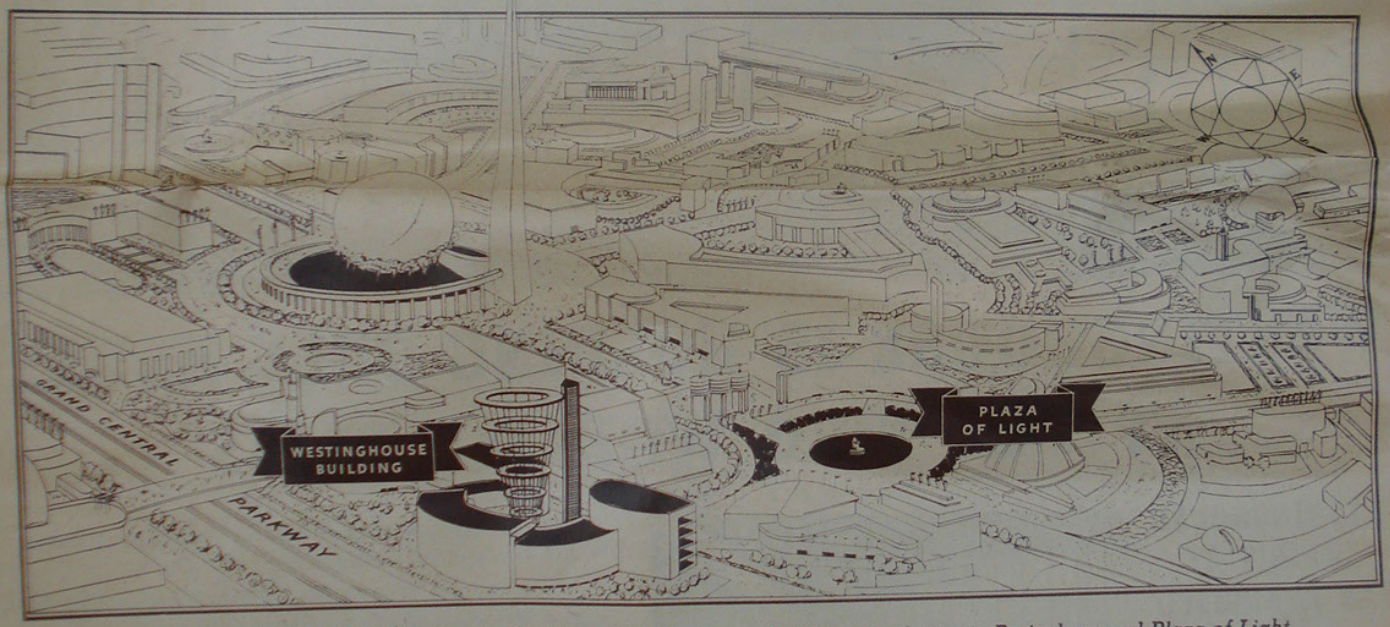
It is estimated that during the season at least 30,000,000 people will attend these two expositions.

It has been the history of great Fairs that new trends in national life—new ideas, new conveniences, new industries spring from them. The two 1939 Fairs will be no exception.

We are proud of the important part Westinghouse has been privileged to take in the planning and construction of these remarkable spectacles.

Whether the call of these two mighty enterprises brings you East to the World of Tomorrow or West to the Pageant of the Pacific—or perchance to both places if you are fortunate enough—I hope you will visit the Westinghouse Exhibits. While there, everything possible will be done to make your visit interesting, exciting and memorable.

PRESIDENT
Westinghouse
Electric & Mfg. Co.



Map of New York World's Fair showing location of Westinghouse Building in relation to Perisphere and Plaza of Light

Map of Golden Gate Exposition showing location of Westinghouse Exhibit near the Tower of the Sun

RIGHT IN THE HEART OF THINGS

So centrally are they located that you will have no difficulty finding the Westinghouse Exhibits at the two Fairs. At New York the Westinghouse Singing Tower of Light is one of the highest structures on the World's Fair grounds. The Westinghouse Building itself is just a few steps from the Plaza of Light and only a couple of minutes walk from the Trylon and Perisphere. At San Francisco the Westinghouse Exhibit is located in the Palace of Electricity and Communications which is right in the shadow of the Tower of the Sun, theme symbol of the Golden Gate Exposition.

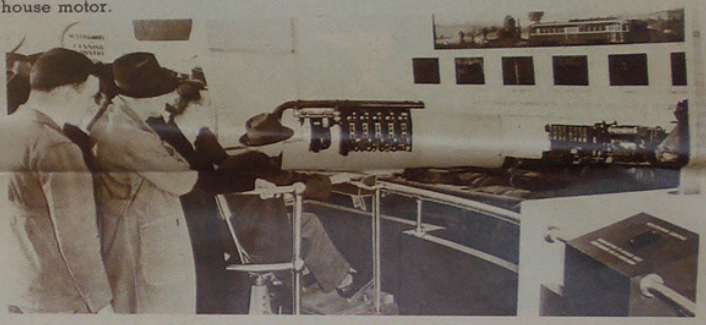
WESTINGHOUSE EXHIBITS LET YOU PREVIEW WONDERS OF MODERN ELECTRICAL AGE . . .

THERE'S ACTION EVERYWHERE IN HALL OF POWER

Everything about this vast hall suggests the hum of industry and the driving force of harnessed electricity. The large governor which swings overhead is symbolic of the control which must be exercised over all power. Each of these aluminum spheres is six feet in diameter, weighs 450 pounds, and swings in a maximum circle of 30 feet. Most of the equipment in this hall is operated by the visitors themselves.

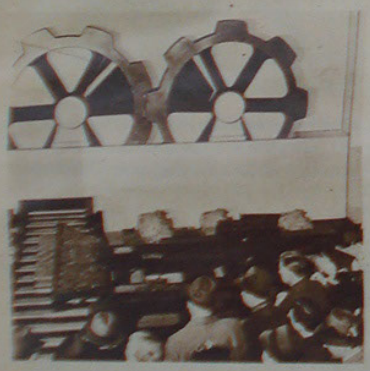
LET THIS LOOM WEAVE YOU A WORLD'S FAIR SOUVENIR

Right before your very eyes seven orange ribbons are woven simultaneously on this operating loom. The threads form the legend—"Westinghouse—World's Fair 1939". An attendant will gladly snip off a piece of the ribbon for you to take home as a souvenir. This Crompton & Knowles loom is powered by a Westinghouse motor.



TAKE THE MOTORMAN'S PLACE AND DRIVE A STREET CAR

If as a youngster you longed to be a motorman, here's your chance to fulfill that wish. Sitting in a motorman's seat, with all the Westinghouse controls he uses, you can make a miniature trolley car start, stop, accelerate or retard. You can also work the lights, bells, doors, etc., and watch the model respond to your every command.



PUT A ROLLING MILL THROUGH ITS PACES

In this model of a steel blooming mill Westinghouse has reproduced just about everything except the deafening noise and blistering heat. On the manipulator table is an actual steel billet which can be moved forward, backward, side to side and even turned over by the visitor operating the master switches at the control desk. Westinghouse Motors and Photoelectric equipment are used in this installation.

LET'S GO DOWN INTO A COAL MINE

As you step up to this mining exhibit the first thing you see is a gigantic replica of a lump of coal which measures 8 x 10 feet. Periodically it breaks open and, revealed before you, is the interior of a coal mine with all its shafts, corridors and apparatus. In dramatic fashion you are shown exactly how the mine operates and the part Westinghouse plays in its smooth functioning.

TIME SAVING IS THE KEYNOTE IN THE HALL OF ELECTRICAL LIVING

All Westinghouse home appliances are time savers. To dramatize this idea the Hall of Electrical Living has a 25-foot pendulum swinging constantly overhead. Anchored in the six-foot disc is the largest working hour-glass in existence, filled with egg shells instead of sand. The kitchens, laundry, living room and game room below demonstrate the advantages of electrical living as the pendulum ticks off the minutes and hours saved.

ELEKTRO, THE MOTO-MAN, IS A FRIENDLY "FRANKENSTEIN"

Every performance sees a crowd of people jamming the Hall of Electrical Living to watch Elektro perform.

ASK anyone who's been to the New York World's Fair and he'll tell you the attraction that is really drawing the crowds is Elektro, the mechanical man who is performing regularly in the Westinghouse Hall of Electrical Living.

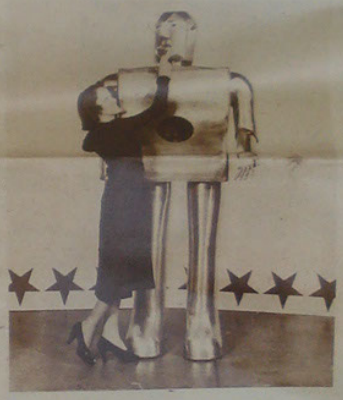
Unlike the man-made Frankenstein monster of fiction, this Westinghouse robot is all kindness and geniality in spite of his towering size and formidable appearance.

The slip of a girl who puts him through his paces orders him around at will and even chides him when he doesn't snap into it.

All told, Elektro has a bag of 26 tricks which include walking, talking, bowing his head, smoking cigarettes, counting on his fingers and distinguishing colors.

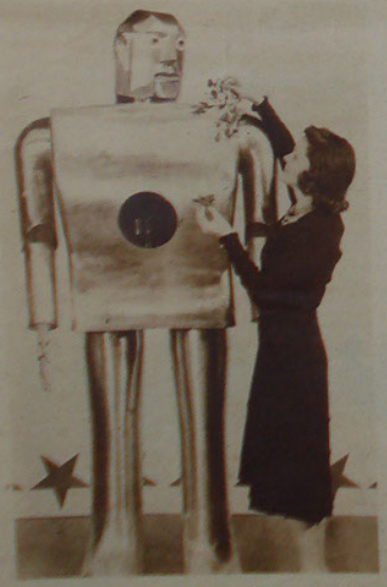
He's 7 feet tall, weighs 260 pounds, boasts of an 82-inch chest expansion and a very handsome metal suit.

Elektro has been written up in magazines and newspapers, appeared in movie newsreels and now is ready to go through his whole routine for you when you visit the Fair.



"Is this cigarette going to be kind to my throat?" asks Elektro of the young lady who helps him to a light.

Elektro isn't quite as agile as Fred Astaire but he shows a couple of young admirers how he can keep step with them.



"If I guessed wrong, your face would be red", says the flirtatious Elektro to his attendant. Distinguishing red from green is one of the moto-man's specialties.

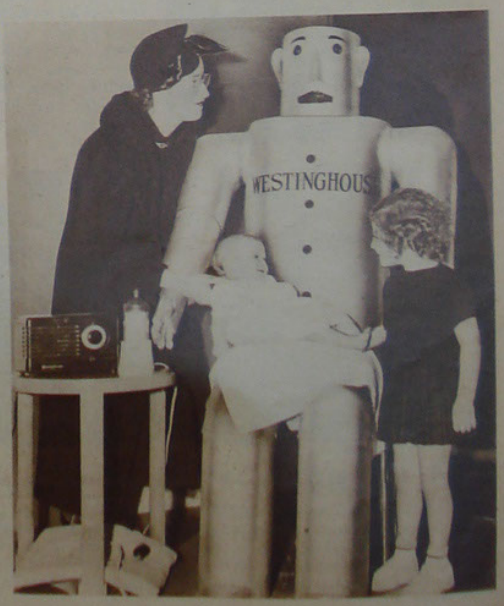
HIS BROTHER, WILLIE VOCALITE, ENTERTAINS THOUSANDS AT THE SAN FRANCISCO FAIR

THERE'S no professional jealousy between Willie Vocalite who's appearing at the San Francisco Fair and his brother Elektro who is playing in New York.

Offspring of the same Westinghouse Engineering Department, they are both mighty proud of their parentage.

Between performances at San Francisco, Willie Vocalite took time out to act as nurse-maid to little Shirley Louise Osler, first baby to arrive in San Francisco in 1939 and sweetheart of the Golden Gate Exposition.

Like his brother Elektro, Willie Vocalite salutes, moves, talks, smokes cigarettes, and does many other lifelike things.



PLAYGROUND OF SCIENCE THRILLS VISITORS *WITH SCORE OF SELF-OPERATING DEVICES*

YOU CAN SEE THE ACTUAL STRAIN ON GEARS

Here's an A. B. C. demonstration of how research engineers determine various stresses and strains. The gears used in this experiment are made of transparent celluloid which enables you to see exactly where the strains occur when the teeth engage. This same method of spotting the location of strains was used by the Westinghouse engineers in building the frame for the 200-inch telescope now being erected on Mt. Polomar.

IN THE Playground of Science there is no end of marvels to see and things to learn. It's one laboratory where there is no "Keep Out" sign. You are invited to step right up and conduct your own experiments. As you move from one interesting display [illegible] shape of your own voice, send music over a beam of light, play a flashlight symphony on an electric marimba, turn light and heat directly into electricity, and have many of the mysteries of science graphically explained.

Placards describe the purpose of all the experimental equipment and tell you how to operate it. Right at hand are attendants who will gladly provide any supplementary information you may desire.

LET'S PLAY A GAME OF SCIENTIFIC "TIDDLYWINKS"

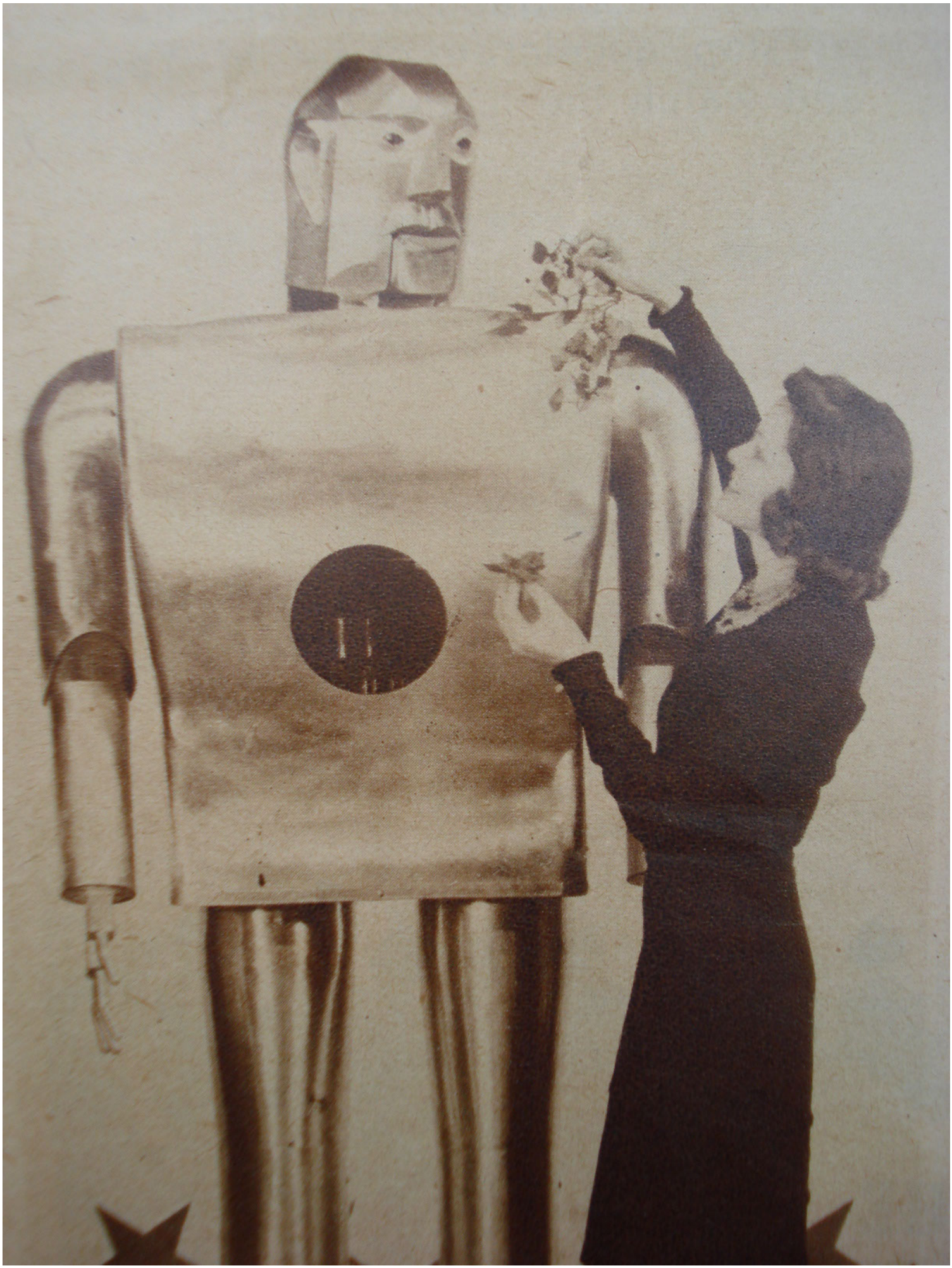
Many home appliances, such as irons and refrigerators, have an automatic device that turns the current on or shuts it off as needed. This little watchman is called a Spencer Disc. In this experiment six of these discs have been placed on spindles. As the bimetal of which they are made is alternately heated and cooled the discs jump back and forth like tiddlywinks.

RIDERLESS BIKE CONTROLLED BY A BEAM OF LIGHT

You're inclined to rub your eyes to make sure you're not seeing things as you watch a bicycle pedaling along despite the fact that there's no driver in the seat. A beam of light playing on a photoelectric cell is the secret of this fascinating experiment. It helps the bicycle to keep its balance even though a speed of 28 miles an hour is maintained.

THE PLAYGROUND OF SCIENCE
WORK THEM YOURSELF
TRANSFORMER
22,000 VOLTS
4,000 VOLTS
FIRE ALARM
COMMUNICATIONS
SUBWAY
HYDRANT PUMPING
TRANSFORMER

RESIDENTIAL
CONSUMER
THE
PLAYGROUND
OF
SCIENCE
PLAY WITH
ELECTRICITY
SEE IT HERE !
"THE BATTLE OF
THE CENTURIES"
EAT



RIDERLESS BIKE CONTROLLED BY A BEAM OF LIGHT

things as you

TELEVISION STAGES A COMING-OUT PARTY AT THE NEW YORK AND SAN FRANCISCO WESTINGHOUSE EXHIBITS

The person being televised in the adjoining studio is clearly seen and heard on the screen of the Westinghouse Television Receiver.

EVERYBODY has been curious about it. Everybody has been wondering when it would come out of the laboratory. Now television has arrived—and is being demonstrated in the Westinghouse Exhibits at both Fairs.

Visitors to the New York World's Fair can not only see what television is like, but they can have themselves televised. Westinghouse has set up a special studio for this purpose.

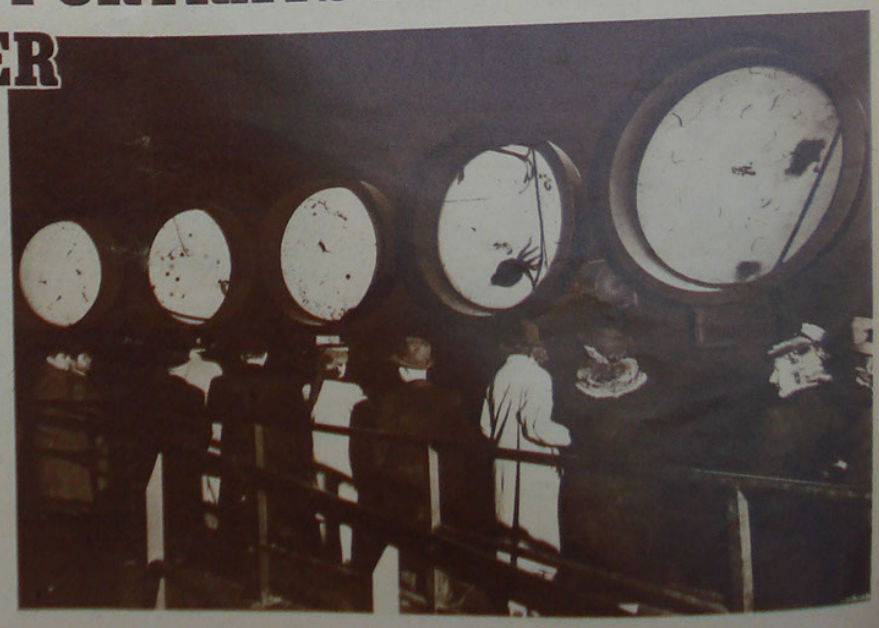
Below, for instance, in a small sound-proof, glass-enclosed room, you see a young lady standing before a television camera. She is being interviewed by a Westinghouse television engineer. As he asks her about the Fair and what she thinks of television, you will see and hear her plain as day on the Westinghouse receiver located outside the studio.

Because Westinghouse has installed a whole battery of receivers, you need not stand in line to see a demonstration. However, if you wish to be televised, you may have to wait a bit because the studio *is doing a land* office business.

At San Francisco, Westinghouse is giving continuous television demonstrations with programs televised from the R. C. A. Studios and projected on the screen of the new Westinghouse Receiving Set.

People standing outside the Westinghouse Television studio watch a visitor to the Fair being televised.

MICROVIVARIUM PORTRAYS LIFE IN DROP OF STAGNANT WATER



"JEEPERS creepers!" exclaimed an awe-struck youngster as he wandered into the Westinghouse Microvivarium and beheld the greatly magnified images of thousands of tiny organisms battling for existence.

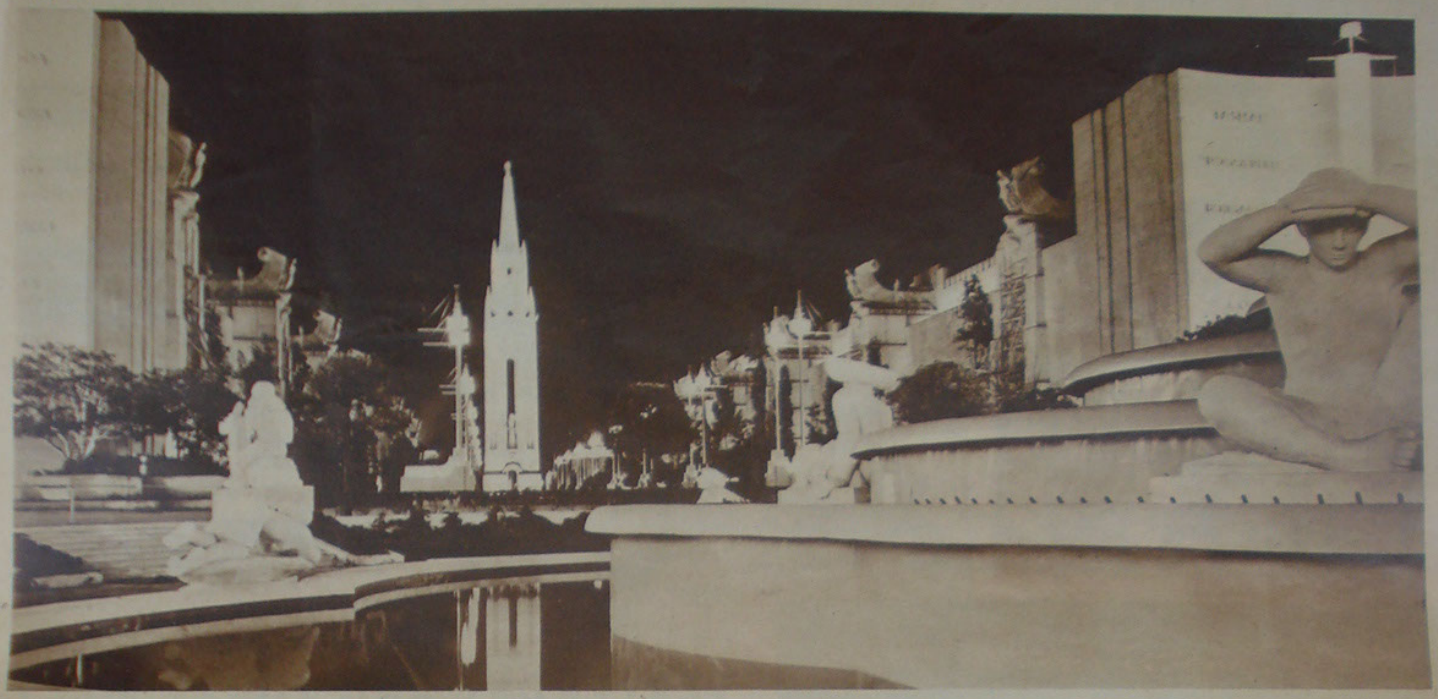
It is indeed a curious experience to see creatures only one-thousandth of an inch long, magnified to the size of jackrabbits and projected on a five-foot screen for close inspection.

Dr. George Roemmert, Westinghouse scientist who directs this microscopic drama, developed the technique which permits the projection upon a screen of microorganic life as it is actually being lived.

As a climax to the thrilling performance, Dr. Roemmert demonstrates how effectively the Westinghouse STERILAMP* destroys bacteria. No sooner is the deadly beam of the violet ray turned upon these thrashing, fighting organisms, than they stop their wild gyrations, curl up and die—and science scores another victory.

The Microvivarium is located on the second floor of the Westinghouse Building, right next to the Playground of Science.

*Reg. U. S. Pat. Off.



GOLDEN GATE EXPOSITION THRILLS VISITORS WITH ITS PAGEANT OF THE PACIFIC

SPONSORED by eleven of the Western States, the Golden Gate Exposition has more than measured up to its advance notices.

On the man-made Treasure Island which was dredged up from the floor of San Francisco Bay and sluiced through pipe lines to Yerba Buena Shoals, a "magic city" has been erected in a romantic setting.

Here you will find all the charm and color of the Golden West combined with the glamour of the Old World and the mysticism of the Orient.

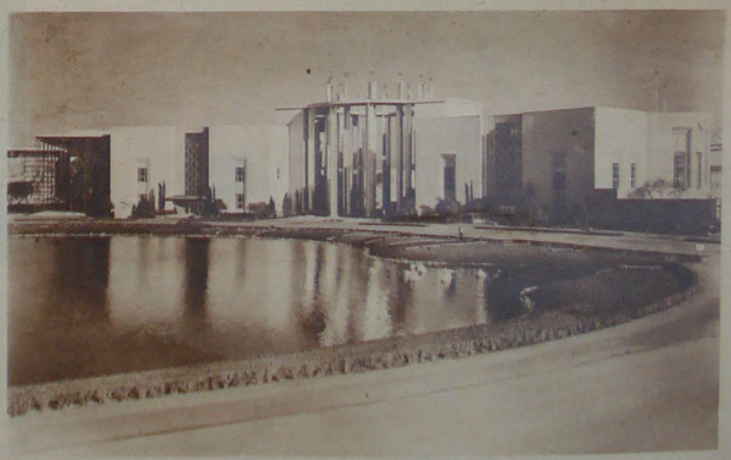
An ancient walled city is the basis of the structural scheme. Standing in the spacious central Court of Honor is the 400 of the Expo's the Sun theme, an phalanxes of exhibit palaces spaced by broad concourses that have been appropriately named: Court of the Moon; Court of Pacifica; Court of Reflections; Treasure Gardens, etc.

But there's more than just eye appeal. There's hustling activity as represented by the 350 American industries that are either exhibiting in their own buildings or with displays in the great exhibit halls.

Plenty of fun, too, with Eddie Cantor, Sally Rand, Ripley, Singer Midgets and countless other attractions contributing to this glorious fiesta of the West.

THE COURT OF REFLECTIONS

All the beauty of the surrounding architecture is faithfully mirrored in the giant pools that occupy the center of the Court of Reflections. The Arch of Triumph is shown at the far end with the cities of Oakland and Berkeley in the distance.



STATE OF CALIFORNIA BUILDING

Beautiful though it is in the daytime, the California State Building takes on an even greater majesty when illuminated at night. Westinghouse floodlights are used, with the Court of the Great Seal specially spotlighted by Westinghouse searchlights of 1,000 watt capacity.

YESTERDAY AND TODAY MEET AS TRANS-PACIFIC CLIPPER DOCKS AT TREASURE ISLAND

IT seems like an anachronism to observe the most stately of modern Clipper Ships rocking at anchor in the Port of The Trade Winds with all its surrounding Old World atmosphere.

The contrast was further accentuated recently when Cabrillo and his men from the Cavalcade of the Golden West went down to meet one of the giant ships as she returned from a Pacific flight.

Pan American Airways established their Trans-Pacific base on Treasure Island even before the exposition opened. As the largest single exhibitor at the San Francisco Fair, the Clipper Ships occupy three-quarters of the immense Hall of Transportation.

Incidentally, the 74 passenger Pan-American Trans-Pacific Clipper "California" shown in the above illustration uses Westinghouse Micarta for table tops in the staterooms and dressing rooms as well as for the control pulleys.

CURTAIN OF WATER OPERATED BEHIND SCENES BY WESTINGHOUSE

The biggest single attraction of the San Francisco Fair is the Cavalcade of the Golden West, a super-pageant that dramatizes the colorful history of the Eastern Empire under many flags, from early explorations to modern times.

This spectacle is presented by a cast of 165 people on a 300-foot stage. Scenes are changed behind a curtain of water 22 feet high and 200 feet long. This screen of water is powered by a Westinghouse Motor which forces 350 gallons a minute through a six-inch pipe at 20 lb. pressure.

Shown in the illustration are three charming members of the cast cooling off under the spray while one of the scenes is being changed.

Meeting Industry's Electrical Partner

YESTE
AS TH
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IT seems like
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Clipper Ships
Port of The T
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Pan America

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The biggest single
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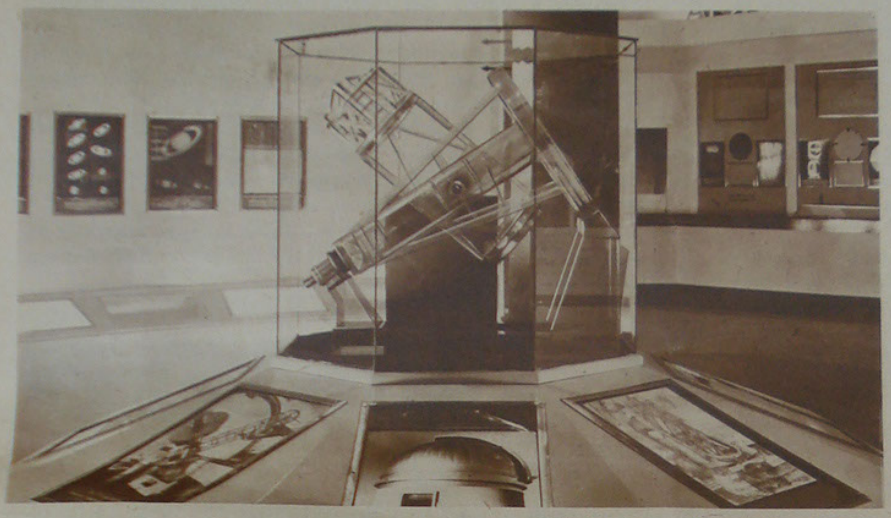
SCALE MODEL OF WORLD'S LARGEST TELESCOPE DISPLAYED AT SAN FRANCISCO FAIR



THE daddy of all telescopes can be previewed in model form by San Francisco Fair-goers who visit the exhibit of the University of California.

This 200-inch telescope is being erected on Mt. Palomar with headquarters on the campus of the California Institute of Technology. It is hoped to be completed by 1940.

Westinghouse feels signally honored to have been delegated the task of building the frame for this important instrument. It required engineering of the utmost precision. And so slowly is the mirror being ground by experts that accuracies of one-millionth of an inch will be achieved.

The celluloid model on display was also built by Westinghouse.

WESTINGHOUSE X-RAY FLUORADEX MAKES STARTLING REVELATION

AS a means of dramatizing the Westinghouse X-Ray Fluoradex somebody in the Westinghouse Exhibit at the San Francisco Fair thought up a bright idea. Why not have a sugar daddy placed in front of the machine for the edification of his girl friend?

The fluoroscopic image on the screen showed him to be filled with diamonds, jewels and motor cars—as neat a job of scientific fakery as was ever perpetrated.

Aside from such foolery, a demonstration of the Westinghouse X-Ray Fluoradex does hold great interest. And even though you may not wish to submit to a fluoroscopic examination you will doubtless be glad to have the wonders of this machine explained to you.

THE ONLY ELEVATOR ON TREASURE ISLAND

It travels only 19 feet, 3 inches, yet the Westinghouse Elevator which operates between the first and second floors of the Westinghouse Exhibit is the only elevator at the Golden Gate Exposition. It is push-button controlled and saves visitors to the company's offices and lounge exactly thirty-three steps of stairway. Which is a welcome relief after they have been tramping around the Fair grounds.

HOW ABOUT A LITTLE REFRESHMENT?

IN the attractive exhibit of the H. J. Heinz Corporation at the San Francisco Fair a young lady invites you to sample a glass of Heinz Tomato Juice which has been chilled to just the right temperature in a Westinghouse Electric Refrigerator.

Kitchens of many ages are portrayed in the Heinz exhibit—all leading up to a modern kitchen which is Westinghouse-equipped with electric refrigerator, range and dishwasher.

This inviting display may be seen in the Foods and Beverages Building.

WESTINGHOUSE X-RAY FLUORADEX MAKES STARTLING REVELATION

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HOW ABOUT A LITTLE REFRESHMENT?

WESTINGHOUSE FOCUSES ATTENTION ON FAIRS WITH NEW MAGAZINE CAMPAIGN AND RADIO PROGRAM

EVEN though the two Fairs expect some 30,000,000 visitors, Westinghouse realizes that probably not more than five to seven million people will be lucky enough to see the Westinghouse Exhibits.

And so Westinghouse is bringing the Fairs to all the rest of America through the medium of an intensely interesting institutional campaign in the magazines and a lively nation-wide radio program.

In the magazine advertising a typical American household known as the Middleton Family will visit the Fair and record their impressions for 12,000,000 readers.

The campaign started with full color, double page advertisements in Saturday Evening Post, Collier's, Life, Liberty and Country Gentleman. It will carry on throughout the Fair season with single page color ads in the same publications.

Then every Sunday, Ray Perkins takes command with a novel radio program called "Letters Home". Visitors to the Westinghouse Building are invited to sit down and write a letter home. They mail the original, and if they wish to enter the radio contest they leave a carbon copy with Westinghouse.

Each week four of the best letters are selected and the writers have a chance to read them over the air with opportunity to win prizes totaling $150. Persons whom the letters are addressed to receive the same amount of money as the winners.

Seventy-eight stations on the N. B. C. Blue Network are carrying this program which is broadcast every Sunday at 5:45 Eastern Daylight Saving Time.

RAY PERKINS

THE MIDDLETON FAMILY

VISITORS FLOCK TO WESTINGHOUSE WRITING ROOM TO JOIN POPULAR "LETTERS HOME" RADIO CONTEST

MAYBE it's the genial personality of "Postmaster of Ceremonies", Ray Perkins. Maybe it's the convenience of the writing room itself. Of course, the chance of winning part of the $150 weekly prize money is a big inducement. At any rate, thousands of Fair-goers are using the facilities of the Westinghouse Writing Room. And a majority of them are entering carbons of their letters in the Westinghouse "Letters Home" Radio Contest.

Whether a person enters the contest or not, Westinghouse provides free engraved stationery and postage for every letter mailed to any point in the world. Each week carbons of the four best letters are selected by a committee of judges, and if the writers happen to be staying in New York, they have a chance to appear on the program, read their letters on the air, and compete for the cash prizes. People to whom the winning letters are addressed receive duplicate prize money.

Out of fairness to the public, employees of Westinghouse and its subsidiaries cannot compete in the Radio Contest. But there's nothing to prevent them making full use of the writing room and all its facilities. So drop around and dash off a letter to the folks back home.

ENTER THE WESTINGHOUSE
"LETTERS HOME"
50.00 WEEKLY CASH PRIZE CONTEST
COME IN!
WINNERS
ARE INVITED TO APPEAR ON THE
"LETTERS HOME"
WESTINGHOUSE RADIO PROGRAM
RAY PERKINS
COME IN!

WATCH THE SOAPSUDS FLY IN THE BATTLE OF THE CENTURIES

This Exciting Contest is Packing Them In At Every Performance

"COME out swinging!" is the warning of the referee as he gives final instructions to the contestants in one of the strangest battles ever staged.

Mrs. Drudge, who weighs in with dishpan, soap and towel, matches her ability against Mrs. Modern who has a Westinghouse Dishwasher in her corner.

The championship in this "Battle of the Centuries" is awarded on the basis of three counts: The time it takes each contestant to wash and dry fifty soiled dishes; the cleanliness of the dishes; and the condition of the contestants at the finish.

You know the outcome without being told. But you can't appreciate what a rollicking, free-for-all bout it is until you see the action, near the sparkling lines and observe how the audience enters into the spirit of the thing. Poor Mrs. Drudge enlists a lot of sympathy but so far she hasn't scored a single point.

The Westinghouse Auditorium is the scene of this stirring battle —and performances are put on at regular intervals during the day and evening. Don't miss it.

"A TISKET, A TASKET, A DISH COOKED IN A BASKET"

So sings Napi, Chef of the Javanese Pavilion at the San Francisco Fair, as he prepares Rijsttafel, a national dish, on a Westinghouse Range. At first he wondered how such a primitive dish would turn out on a modern electric range. But when the concoction was finally completed, he pronounced it perfect. Which is probably more than you can do with its name.

IT'S A CHINESE PUZZLE

to Chester Chan of the Chinese Village, as he tries to figure out why a Westinghouse Electric Ironer can perform rings around him in an ironing contest which was staged impromptu at the San Francisco Fair. The young lady demonstrating the Westinghouse Ironer had a shirt crisply ironed and folded while Chester was still struggling with his antiquated sadiron and sprinkling cup.

IT'S A CHINESE PUZZLE

TIME CAPSULE IS ONE OF BIGGEST ATTRACTIONS AT NEW YORK FAIR

GUIDES at the New York Fair agree that the Westinghouse Time Capsule is the one thing that most people want to see and get information about.

This is understandable in view of its great scientific interest and the vast amount of publicity which it has received.

In the courtyard of the Westinghouse Building you will see a cutaway replica of the Time Capsule which shows exactly how the articles of contemporary civilization have been hermetically sealed within.

The original Time Capsule rests at the bottom of the glass-covered Immortal Well which is illuminated so that you may peer down into it. After the Fair, the shaft will be filled solidly with pitch, concrete and earth. There it is hoped the Time Capsule shall remain for 5000 years.

ARTICLES PRESERVED IN TIME CAPSULE ON DISPLAY IN WESTINGHOUSE EXHIBIT

THE archaeologists, historians and various authorities who selected the articles that went into the Time Capsule had no easy job of it. They faced a real problem in determining which items of daily use were most representative of present-day civilization.

When you visit the site of the Time Capsule, you'll see exact duplicates of the articles that were selected. It's a highly interesting collection which includes everything from a slide rule to one of the trick hats the girls are wearing these days.

In addition to these objects, there are some seventy-five different materials ranging from fabrics to metal alloys. Also, there are three and a half reels of microfilm upon which is reproduced books, magazines, newspapers, circulars, catalogs, etc. This "microfilm" comprises more than 22,000 pages of text and 1,000 pictures; a total of more than 10,000,000 words. And to show the people of the future just how we looked in action, three reels of newsreel are included with complete instructions for building a motion picture projection machine.

You'll find all this material displayed in three glass cases under the canopy where the Time Capsule is buried.

This is just one of the three display cases that contain duplicates of the articles sealed in the original Time Capsule.

VISITORS TO HALL OF ELECTRICAL LIVING SHOW ALERT INTEREST IN KITCHEN PLANNING

EVERYBODY likes to watch an artist at work—especially if she happens to be making a sketch of the kitchen you've been dreaming about.

In the Kitchen Planning Section of the New York Westinghouse Exhibit there's a young lady who is chock full of ideas on kitchen modernization. And she's also handy with pencil and crayons.

Available in the same exhibit are other kitchen experts who are prepared to answer your questions or even arrange, while you watch, a small model kitchen out of movable units.

Tell these advisors the dimensions of your present kitchen, the location of doors, windows, and cupboards and they'll show you how easily it can be transformed into a workshop that is as beautiful as it is practical.

Of course more comprehensive drawings are made at the headquarters of the Kitchen Planning Department at Mansfield. But these preliminary suggestions, plus the inspiration received from the Westinghouse model kitchens on display, will show you what can be done to rejuvenate the most important room in the home.

ATTRACTIONS AT NEW

ARTICLES PRESERVED IN TIME CAPSULE

his is just one of the three display cases
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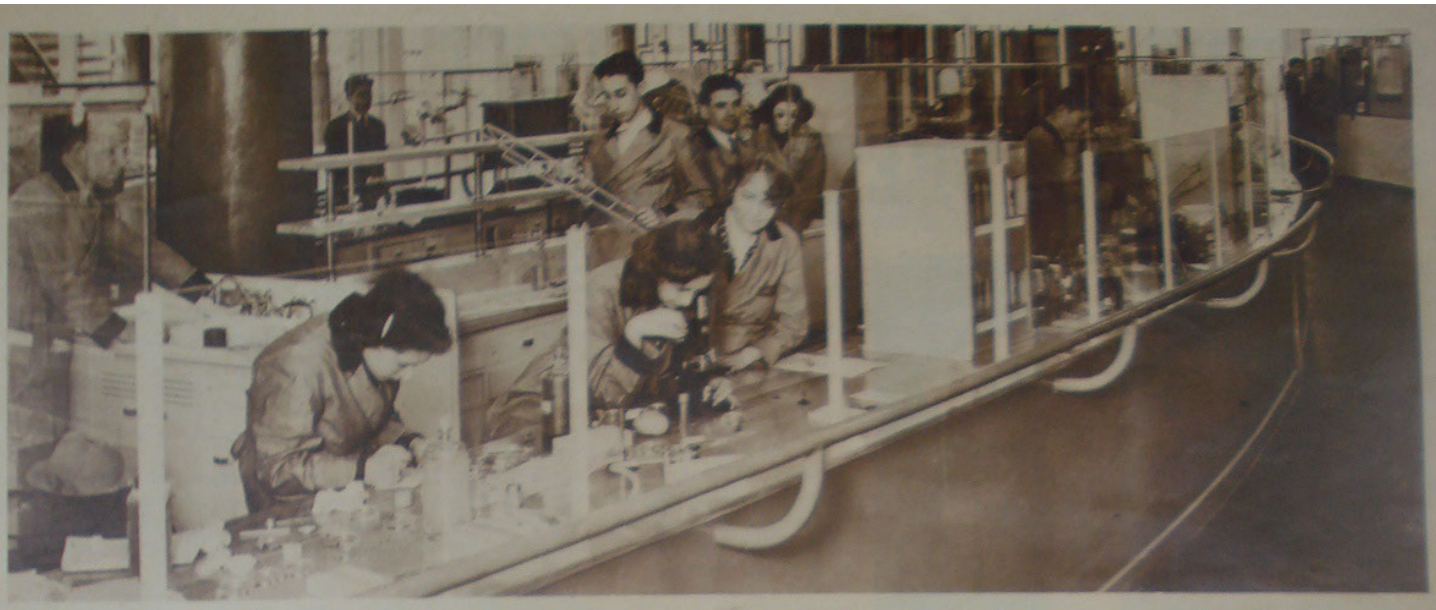

A Lesson from Elektro–the Moto-Man

SCIENTISTS OF TOMORROW CONDUCT EXPERIMENTS IN YOUTH SCIENCE HALL

THE serious side of "Young America" is on display in a "show-case laboratory" in the Westinghouse World's Fair Building.

Here, each day after school, representatives of the Junior Engineering Clubs of the American Institute gather to pursue their scientific studies and carry out their own projects.

Watching them as they work, you will be amazed at their industry and ingenuity. At one section of the laboratory you will see a couple of girls studying harmless bacteria cultures under a microscope; a little further along you'll find three lads engrossed in an aeronautical problem; across the way a rocket motor is constructed and other junior scientists from over the country is displayed against the walls in 40 illuminated cases.

Westinghouse is glad to give encouragement to this splendid movement and hopes you will stop in and see what these promising youngsters are doing.

HERE'S THE ANSWER TO: "HOW YOU GONNA KEEP 'EM DOWN ON THE FARM?"

WHAT'S all the excitement? What's the crowd looking at? Just two farmers chatting across a wire fence. They're not talking politics. They're not discussing the European situation. They're merely talking shop.

Rather, one who is an up-and-coming farmer, is explaining to his backward and somewhat skeptical neighbor across the way how the complete electrification of his own farm has changed his whole picture . . . simplified a lot of the chores . . . saved him time and money . . . given him new freedom and conveniences with which to enjoy life.

The characters in this homely rural drama are two miniature farmers whose voices are synchronized with the movement of their arms and lips. The dialogue requires only five minutes and is repeated every 15 minutes in the Rural Electrification Section of the Westinghouse Building.

A Lesson from Elektro – the Moto-Man

IN "THE BATTLE OF THE CENTURIES" a Woman using a Westinghouse Dishwasher wins an exciting contest against a woman washing dishes by hand

WESTINGHOUSE AUDITORIUM

NEW YORK WORLD'S FAIR 1939

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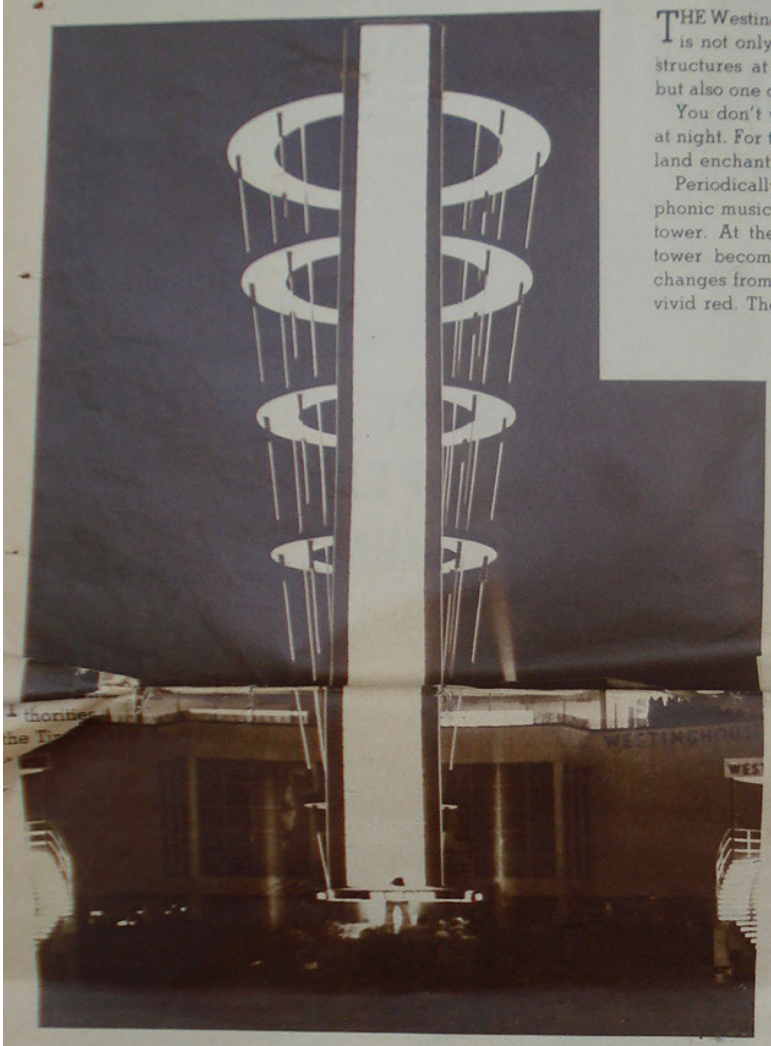
SINGING TOWER OF LIGHT PRESENTS GORGEOUS SPECTACLE EVERY NIGHT



THE Westinghouse Singing Tower of Light is not only one of the most conspicuous structures at the New York World's Fair, but also one of the most beautiful.

You don't want to miss it . . . especially at night. For that's when it takes on a fairyland enchantment.

Periodically during the evening, symphonic music pours forth from the 120-foot tower. At the same time, the face of the tower becomes luminous with color that changes from the deepest blue to the most vivid red. The six large concentric circles likewise take on a radiant glow. A water ballet begins in the fountain with ribbons of water spurting from the sides and tall vertical jets sprinkling flashing jewels all over the basin.

Music, water and lights are so synchronized that the whole spectacle builds up in a tremendous crescendo of breath-taking beauty.

To put on this magnificent show, Westinghouse engineers took advantage of the latest developments in illumination, hydraulics and control.

NEW WESTINGHOUSE TECHNICOLOR MOVIE

COMBINES TIMELY THEME WITH WORLD'S FAIR ATMOSPHERE

HERE ARE A FEW OF THE CHARACTERS

Reading from left to right, Jimmy Lydon takes the part of Bud Middleton, Ruth Lee plays the mother, Douglas Stark enacts the role of Jim Treadway, and Babs is played by the personable Marjorie Lord.

THE Middleton Family is going into the movies. Yes sir, every last member of this lovable household will appear in a brand new moving picture which Westinghouse is producing and which will be titled "The Middleton Family At the World's Fair."

Most of the scenes are being shot in and around the Westinghouse Building at the New York World's Fair. And with the entire picture photographed in Technicolor, it means that all the splendor and glamor of this great exposition will be faithfully portrayed.

It wouldn't be fair to tell you the story but the plot is of timely significance. And yet with all its drama and suspense, its well pointed moral, there are a lot of laughs and no end of warmly human touches.

The greatest care was exercised in casting this picture. All of the actors have appeared in Broadway plays and well known movies. But best of all each of them looks like that member of the mythical Middleton Family which he or she is supposed to characterize.

This 3-reel, all-Technicolor picture will soon be finished and ready for showing. It will be available to theatres, schools, clubs, lodges, and other organizations. You'll enjoy seeing the Middleton Family on the screen.

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To put on this magnificent show, Westinghouse engineers took advantage of the latest developments in illumination, hydraulics and control.

EVERYWHERE
AROUND THE FAIRS
IT'S
WESTINGHOUSE

THE PERISPHERE

theme symbol of the New York World's Fair, glows at night like a great incandescent ball. Westinghouse equipment provided the exterior illumination for this [illegible] structure.

THE FAMOUS FLORIDA CLIMATE

is faithfully reproduced inside the building which honors that state. This is just one of the many buildings at the New York Fair for which Westinghouse has supplied the air conditioning.

80-FOOT COLUMN OF WATER

thrusts itself skyward in the majestic Treasure Garden Fountain at San Francisco Fair. Westinghouse supplied the motors and controls.

LONGEST ELECTRIC STAIRWAY IN U. S. A.

carries the throngs which go up into the Perisphere. It has a travel of 120 feet. Then there's another electric stairway of 96 feet. Westinghouse built them both.

TOASTING ISN'T ALL

In order to demonstrate the manufacture of cigarettes under the most ideal conditions, The American Tobacco Company selected Westinghouse to supply the air conditioning equipment for its New York World's Fair Building.

APPLES AND SPICE AND EVERYTHING NICE

go into the making of the many tempting food products on display in the inviting exhibit of the H. J. Heinz Company at the San Francisco Fair. There's a modern electric kitchen, too, which includes a Westinghouse Refrigerator, Range and Dishwasher.

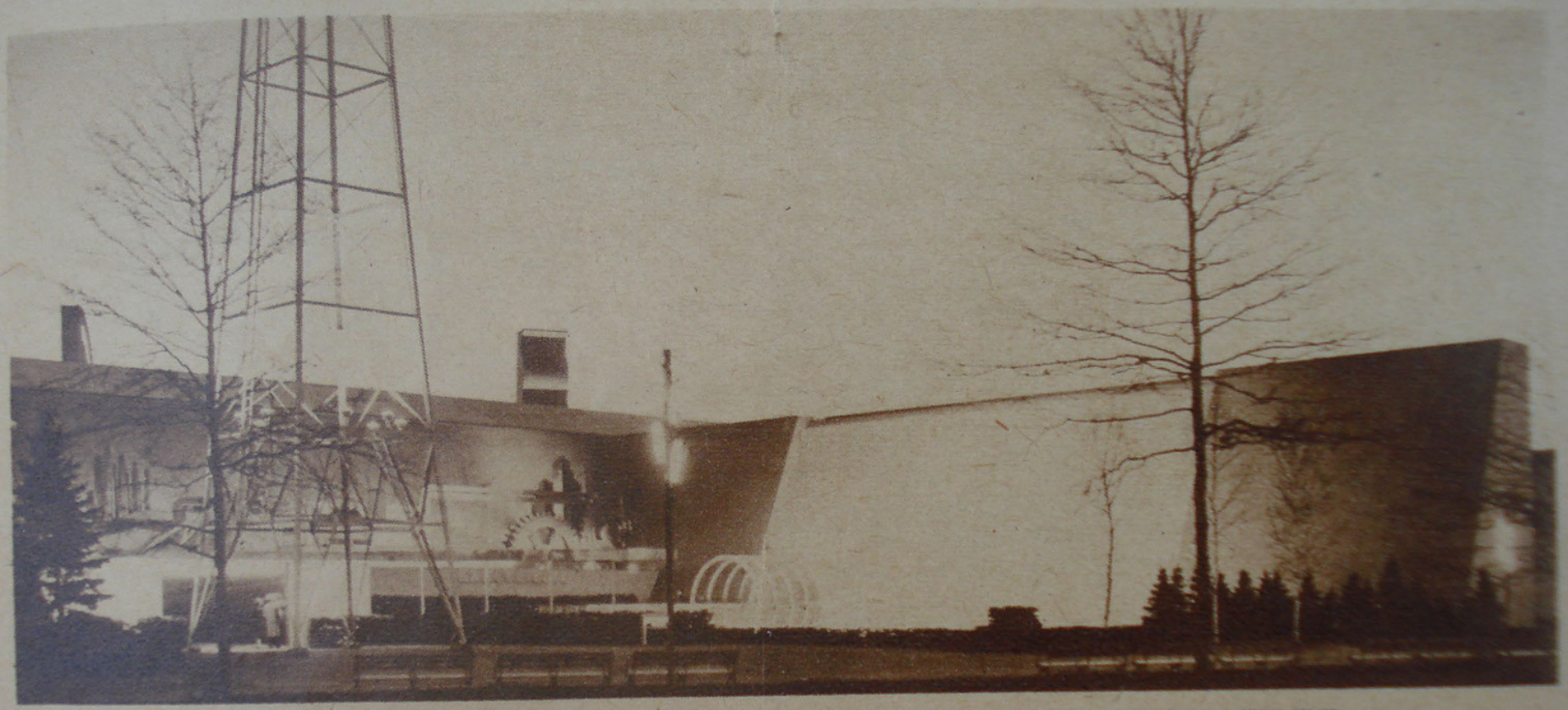
HISTORY OF ELECTRICITY

is graphically portrayed in the Electric Utilities Exhibit Building at the New York Fair. All the major electric utilities of America cooperated in this interesting presentation. And all the electrical equipment used inside and outside the building, including the air conditioning, was furnished by Westinghouse.

U. S. GOVERNMENT BUILDING

Each of the 48 massive columns which grace this building at the San Francisco Fair represents a different state in the Union. Westinghouse Mazda lamps illuminate these columns.

ISN'T ALL New York World's Fair Building.



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WESTINGHOUSE EQUIPMENT ADDS TO ALL THIS SPLENDOR

A SYMPHONY OF MUSIC, WATER, FIREWORKS, AND LIGHTS

is put on nightly in the Lagoon of Nations at the New York World's Fair. Twenty tons of water are tossed into the air at one time. Westinghouse supplied the lighting and power equipment for this [illegible]tain — which requires 1465 K. W. for the lights [illegible]0 H. P. to pump the water.

STETHOSCOPE FOR LOCOMOTIVES

is what you might call the electrical dynamometer equipment which Westinghouse provided for the Railroad Exhibit at the New York Fair. This equipment is used to test locomotive power output, speed, etc. After the Fair this will be used in the Altoona shops of the Pennsylvania Railroad

30,000 PEOPLE PER DAY

is the capacity of the Carry-Go-Round which Westinghouse provided for the General Motors Building. In addition, there are 4 Westinghouse Electric Stairways with capacity of 24,000 people per hour. Other Westinghouse equipment includes 3 elevators, 2 turntables, and 2 loading platforms.

AN ACTUAL OIL WELL

operating exactly as it would in an oil field is featured as part of the exhibit of the Petroleum Industry. Westinghouse supplied complete electrical equipment for the drilling rig and also collaborated on the beautiful exterior lighting of the Petroleum Building at New York Fair.

PACIFIC TELEPHONE & TELEGRAPH COMPANY

is just one of the many important buildings at the San Francisco Fair that uses Westinghouse Electric wiring materials, including conduits and fittings, Bryant wiring devices, wires, cables, and lamps.

TERMINAL OF FUTURE AIRPORT

This building, now Administration Headquarters of San Francisco Fair, will serve as air terminal on Treasure Island after the Fair. Westinghouse Lighting and Mazda lamps are used throughout.

GOLDEN GATE EXPOSITION · VISIT WESTINGHOUSE · NEW YORK WORLD'S FAIR

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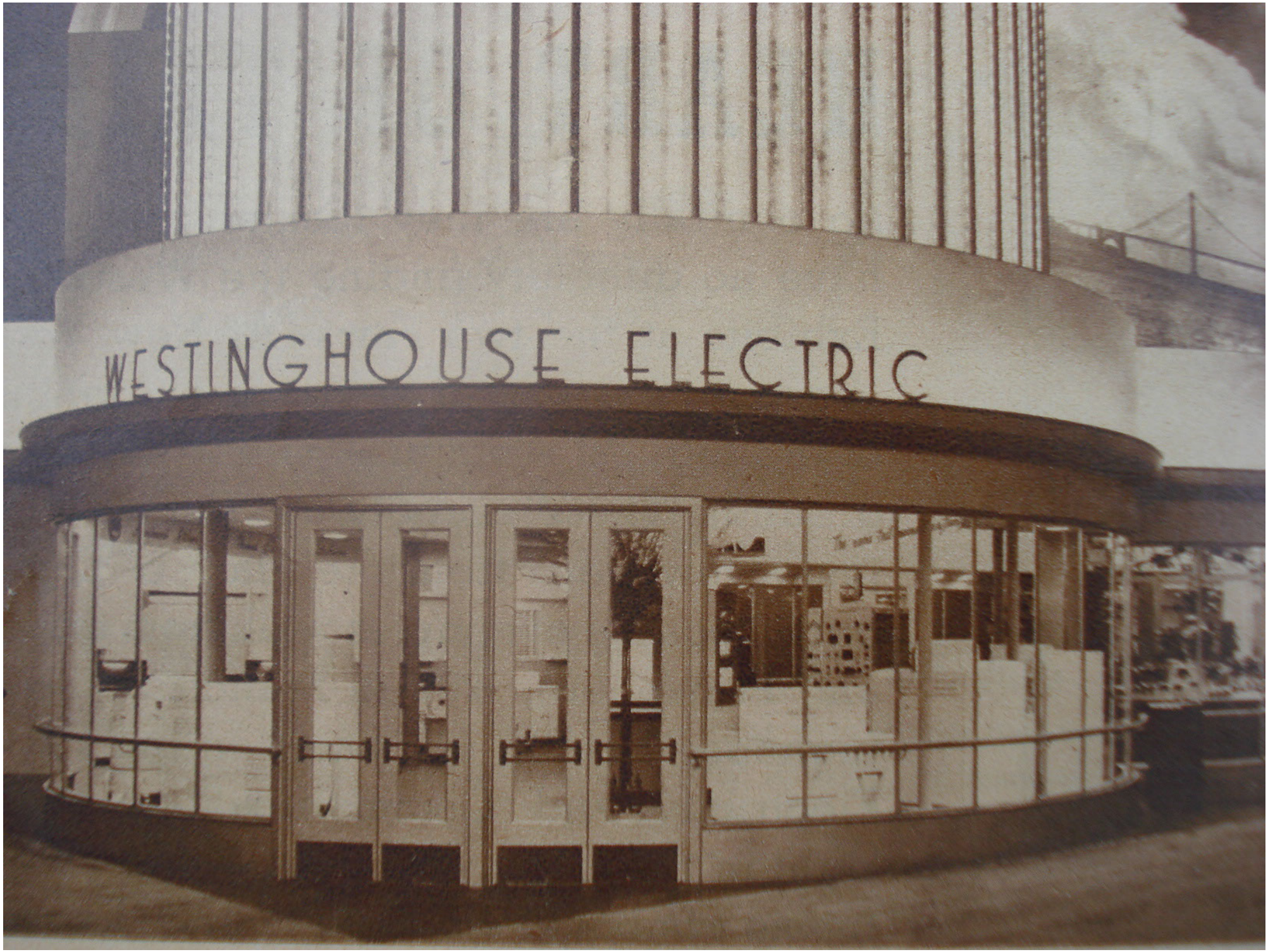
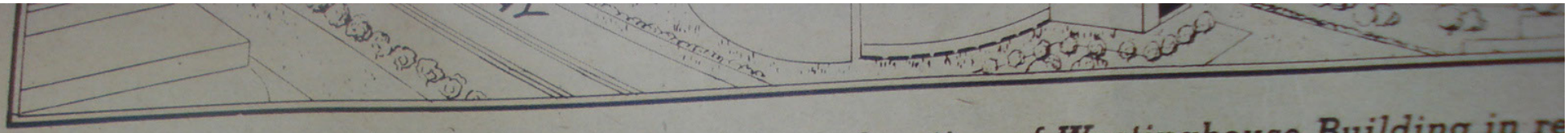
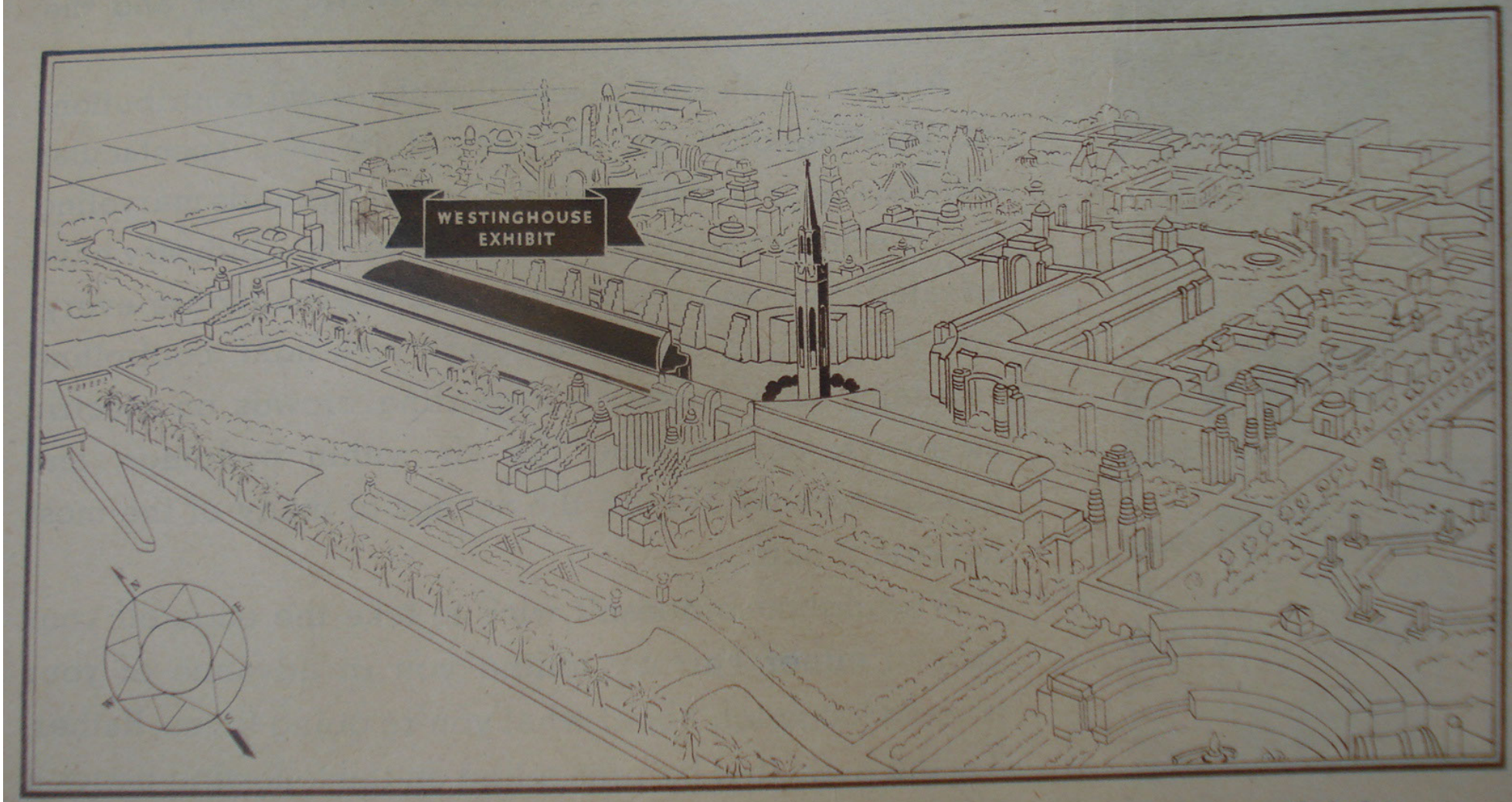
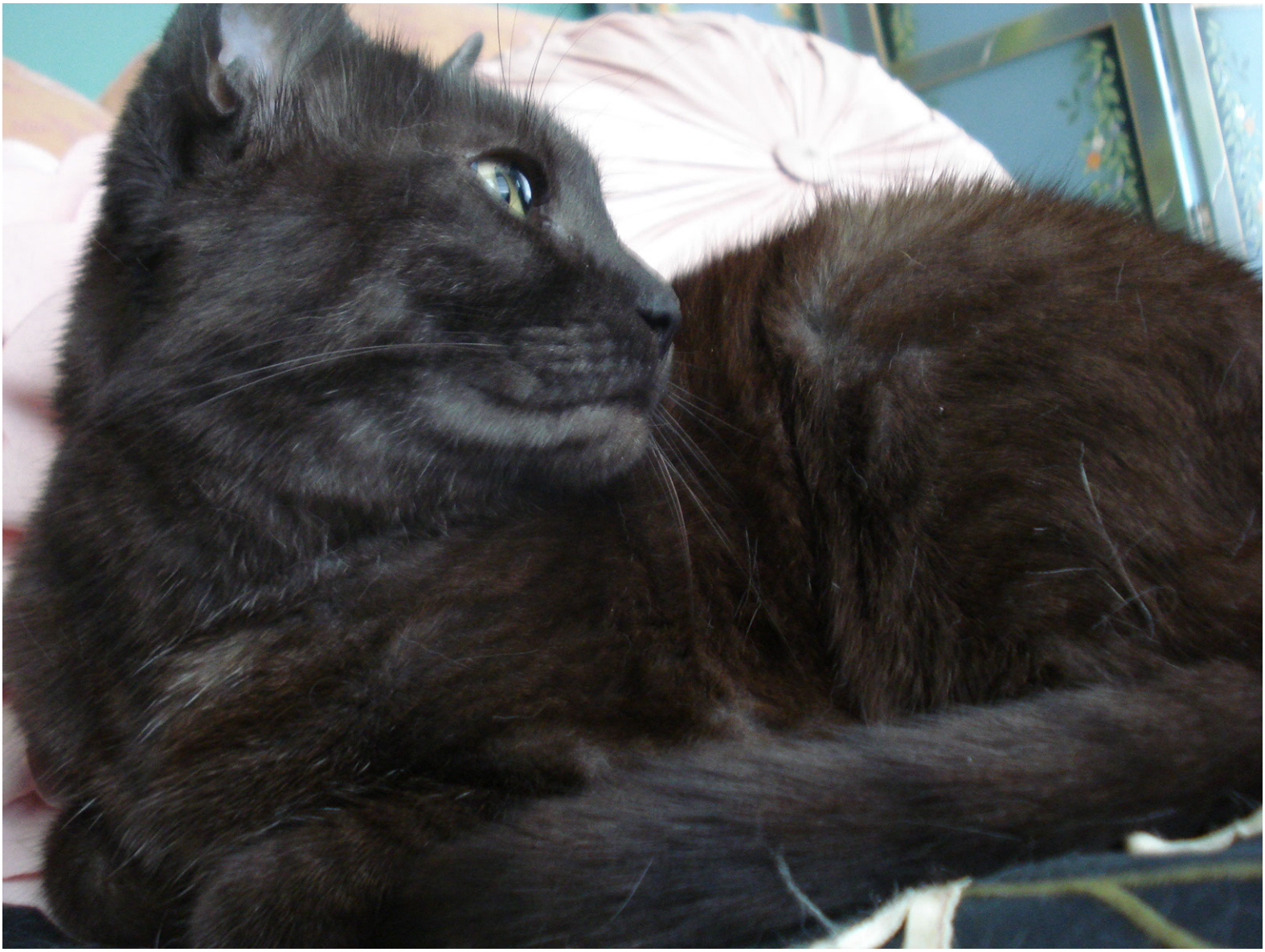

WESTINGHOUSE ELECTRIC

WESTINGHOUSE



Map of New York World's Fair showing location of Westinghouse Building in re



Map of Golden Gate Exposition showing location of Westinghouse Exhibit near the Tower of the Sun